



Making New Jersey Highways Safer: A Matter of Enforcement, Prevention and Engineering

Primarily through the work of its Division of Highway Traffic Safety — and through the joint initiatives the Division undertook with other agencies — the Attorney General's Office continued in 2005 to make important progress in its never-ending mission to reduce the number of roadway crashes, and to reduce the fatalities, injuries and property damage that can result. As it was in 2004, the three-point bedrock of the Attorney General's strategy continued to be education, enforcement and engineering.

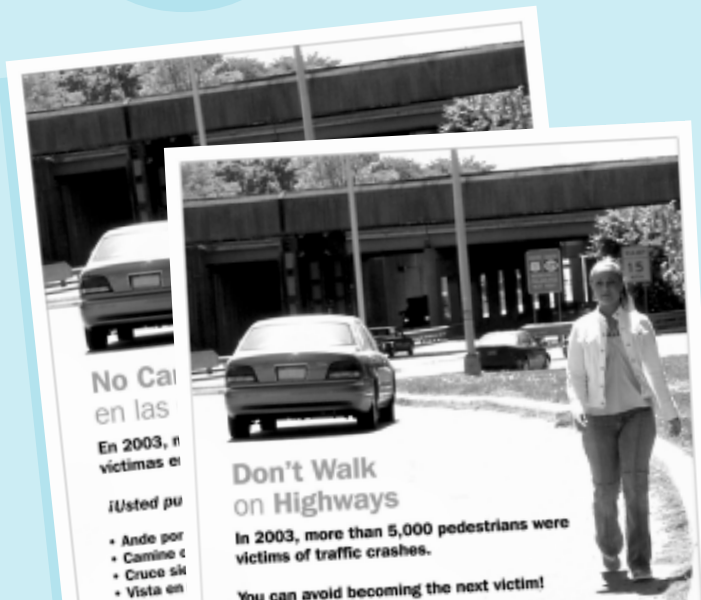


101 Days of Summer

On May 19, 2005, the Boardwalk in Seaside Heights, Monmouth County, served as the site for the Attorney General's "101 DAYS OF SUMMER" kickoff event. Attended by hundreds of members of the State's law enforcement community, along with representatives of the Attorney General's office, Division of Highway Traffic Safety Director Roberto Rodriguez and Tom Louizou, Eastern Regional Administrator for the National Highway Traffic Safety Administration (NHTSA), the event set the stage for a pair of major initiatives to promote traffic safety during the long summer season — "Click It or Ticket" and "You Drink and Drive, You Lose."

This pedestrian safety ad is one example of many messages that have been produced in both English and Spanish.

Below is a billboard from our "Click It or Ticket" campaign which were seen throughout NJ.



"Click It or Ticket"

The "Click It or Ticket" seat belt inspection campaign ran from May 23, 2005 to June 5, 2005 and was preceded by a major public awareness campaign (advertising, press events) leading up to strict enforcement of New Jersey's primary seat belt law. Seat belt compliance prior to the event was at approximately 82%, which was determined by New Jersey Institute of Technology surveys. Throughout the state, 434 police agencies participated in the "Click It or Ticket" seat belt initiative, including 240 that had received Division grants for the purpose and 194 more who were doing it via existing resources. By the end of the two-week campaign, authorities had issued 65,000 seat belt summonses. A post-campaign seat belt usage survey revealed that public compliance had risen four points, to 86%. The 86% compliance figure was among the highest seat belt usage figures in the nation. The 2005 mobilization established a benchmark for traffic safety in the Garden State, and provided law enforcement at every level the pride and impetus to maintain a heightened level of seat belt enforcement awareness throughout the year. As the year ended, conspicuous "Click It or Ticket" message boards could be spotted along major New Jersey Highways — for example, the Atlantic City Expressway — reminding motorists to use their seatbelts.

"You Drink and Drive, You Lose"

The time frame for this two-week, "zero tolerance" crackdown on Driving While Intoxicated was August 19, 2005 to September 5, 2005. The effort involved strict law enforcement vigilance in the service of identifying, and removing from the road, those who were driving drunk during the last two weeks of the summer tourist season including the Labor Day holiday weekend.

Two press conferences were held to launch the campaign, including one held in Times Square in New York City on August 22, 2005. That event featured officials and members of law enforcement from New Jersey, New York and Connecticut (the Tri-State Traffic Safety Partners). Among those on hand were NHTSA Administrator Dr. Jeffrey W. Runge, Mothers Against Drunk Driving National President Glynn Birch and Division Director Rodriguez.

The second press conference was conducted on August 25, 2005 in Pennsauken, and featured Attorney General Harvey, Director Rodriguez, and other law enforcement representatives from

the State Police, the New Jersey Association of Chiefs of Police, local police and a representative from AAA's Mid-Atlantic Region.

A total of 382 police agencies throughout the State participated in the crackdown, compared to 102 in 2004. One hundred police agencies received "You Drink and Drive, You Lose" enforcement grants through available Division funding, while the balance participated without grant funding. Altogether, participation represented more than 80% of police agencies in New Jersey. A total of 1,583 DWI arrests were made during the two-week crackdown period compared to 316 during the same time period in the previous year. In all, 50,665 summonses were issued for DWI, speeding, lack of seat belt usage and other violations. The summer 2005 mobilization represented the most comprehensive and successful "You Drink and Drive, You Lose" effort ever undertaken in New Jersey.

Grants Provided to Anti-Underage-Drinking Initiatives

Because it related directly to safety on New Jersey's roadways, the Division of Highway Traffic Safety continued to play an integral role in combating underage drinking in 2005. For example, the Division provided grants that enabled the Cape May, Atlantic, and Monmouth County Prosecutors' Offices to work with agents of the Attorney General's Division of Alcoholic Beverage Control and local police during the summer months on a collective, undercover effort to identify underage drinkers and those who served them in bars and restaurants throughout the respective counties. Cape May County received \$45,000 from the Division of Highway Traffic Safety for the effort, while Atlantic and Monmouth County received \$25,000 each.

Child Passenger Safety

Recognizing that motor vehicle crashes are the number one cause of death for small children over the age of six months in the United States — and that child car safety seats are engineered to provide reliable protections for such young passengers — the Attorney General's Office continued in 2005 to make proper use of child car safety seats a priority. Specifically, the Attorney General made Child Passenger Safety training an important component of the state's traffic-safety-related public outreach efforts. Consistent with this philosophy, the first Child Passenger Safety class for children with special needs was held in Atlantic County in 2005. During the two-day training program, 23 persons were certified in the proper installation and use of child car seats. The Division of Highway Traffic Safety also established three permanent child seat inspection

The Division of Highway Traffic Safety took it's message of responsible driving, pedestrian safety and proper seat belt usage on the road to public schools throughout the State.

locations: New Jersey State Police headquarters on Route 1 south in Princeton, the Cape May County Airport, and Rutgers University/Middlesex County Prosecutor's Office.

In addition, the Division of Highway Traffic Safety continued to work in 2005 with the New Jersey Department of Community Affairs' Center for Hispanic Policy, Research and Development on "Partnering for Traffic Safety" — a public awareness initiative designed to increase proper child safety seat usage within Hispanic communities. Through the program, the Center offered sub-grants to nine community-based organizations that serve Hispanic populations. Leaders from these community-based entities were trained in child passenger safety, and in turn delivered information materials to the populations that they serve.

Police Leadership Conference

Held at the Sheraton Hotel in East Rutherford from February 28, 2005 through March 2, 2005, the Police Leadership Conference included participation by nearly 300 command-level senior law enforcement officials from New Jersey, New York, Puerto Rico and the Virgin Islands, as well as the National Highway Traffic Safety Administration. Convened under the working title "Traffic Enforcement IS Law Enforcement," the event's central theme was the changing approach to traffic safety enforcement required in a post-September-11 world. As Attorney General Harvey noted, "There are many examples of major crimes being prevented or solved by vigilant police officers engaged in traffic enforcement." Some of the conference workshop topics included: Trucks and Terrorism, Impaired Driving Enforcement, DWI Courts, Fraudulent Documents, "Click It or Ticket" and "You Drink and Drive, You Lose." The conference not only helped spark enthusiasm and created momentum for the traffic safety enforcement effort, it brought together hundreds of highway traffic safety professionals for a candid exchange of ideas and concepts.



Roberto Rodriguez
Director

Division of Highway Traffic Safety

The New Jersey Division of Highway Traffic Safety was established under the National Highway Safety Act of 1996. The Division's primary mission is to promote highway traffic safety through prevention, awareness and enforcement efforts. The Division procures and administers federal highway traffic safety grant funds, and coordinates the traffic-safety-related actions of State and local agencies. On an annual basis, the Division also develops a comprehensive, statewide highway traffic safety plan designed to protect motorists and pedestrians along the state's 33,000 miles of roads. For additional information on its mission, accomplishments and initiatives, visit the Division of Highway Traffic Safety Web site below.

- Director/Chairman, Roberto Rodriguez, Governor's Representative
- Deputy Director, Gary Poedubicky

www.NJSafeRoads.com

